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## **FRISCO RECEIVES 'THE BUILT AWARD' FOR PUBLIC, PRIVATE ARTS PROGRAM**

(December 21, 2005) -- The City of Frisco's commitment to public and private art was recently honored by the Greater Dallas Planning Council. A plaque recognizing that commitment was presented to the Frisco City Council Tuesday night.

Criteria for winning The Built Award included the city establishing a project that would contribute to the character, sense and fabric of the community; contributing to the streetscape; enhancing the transition from public to private space and creating successful public spaces and amenities.

In 2000, while updating the Comprehensive Plan, the City of Frisco made recommendations that public art be incorporated into development to provide a unique identity to the community.

Then, in 2002, the Frisco City Council began a discussion about how the work of artists could be infused into everyday life in Frisco through the development of a public art program.

"Public art can be utilized to strengthen the cultural identity of the community, especially in the development of new capital projects," said John Lettelleir, Director of Planning and Developmental Services for the City of Frisco.

An ordinance establishing the Frisco Public Art Program was passed by the council. To fund the public art program, the ordinance calls for a percentage of Capital Project Funds to be used to commission public art. Known as "Percent for Art," this tool is already used by more than 300 cities, states, and public agencies across the country. The ordinance also calls for the development of a Public Art Master Plan (PAMP). In the fall of 2003, the city hired Via Partnership, LLP to develop a Master Plan that identifies guidelines for the public art program, specific public art opportunities, and supporting community programs.

Mayor Mike Simpson and the City Council appointed a Public Art Committee, made up of citizens, business leaders, and the development community, to oversee the development of the plan. This group met regularly over six months with Via Partnership and staff to review drafts and deliberate the content of the plan. Via Partnership also facilitated a community workshop called "Imagine Art Here."

More than 30 community members came together on a Saturday morning to learn about public art and make recommendations about public art goals. Since the adoption of the PAMP there has been five works of art constructed around the City, nine under

commission and many more under selection. Jeff Witt, Comprehensive and Environmental Administrator, oversaw the completion of the Public Arts Master Plan.

“We’re proud of the arts program in place here in Frisco,” Simpson said. “We believe that it adds to the beauty of this city. I am very pleased with this award, and I know the City Council is as well. It shows that hard work and vision have a tremendously positive impact on a city.

“We have learned in our conversations with companies seeking to relocate their office to Frisco the importance of art, not only to the companies but to the employees who work for them.

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